DM-76-G

July 28, 1993

To All Division Managers

SUBJECT: RJR Price Rollback/Work Plan Procedures

Attached are the details of our RJR Price Rollback Procedures. Please review the contents carefully.

Also enclosed is the DM letter and a Direct Account letter on the Select Program that follows our Buy-Five-Get-Five/Buy-One-Get-One Promotion. This information is being provided now since our Buy Some product will run out at different points in time nationally and your accounts will need to be aware of new UPCs/program details prior to depletion of their Buy Some allocation.

Your Region Manager will contact you soon to mutually plan implementation steps. You should not begin implementation of these programs until instructed to do so by your Region Manager.

Program Contacts: Your Region Manager
Dick Luongo - 6110

R. J. Reynolds Tobacco Company

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Source: https://www.industrydocuments.ucsf.edu/docs/fqjn0000